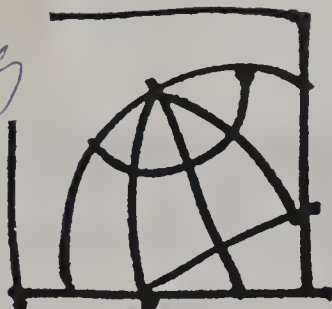


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VIGNETTES

November 1990

The Agricultural Trade and Marketing Information Center Newsletter

200 Request Info on FAS Country Reports

The Agricultural Trade and Marketing Information Center has received 200 inquiries about the FAS Country Reports since they were described in the August issue of *Vignettes*. Requestors represented university departments of agricultural economics and trade policy, small private export companies, and U.S. government agencies involved in international trade and foreign assistance activities.

An FAS Country Report is available for 40 countries. Each report includes a general overview of a country's market for high value agricultural products, recent trends and opportunities, third world country competition, and the U.S. position in the market. Report length varies from two to 42 pages.

The reports can be downloaded from ALF (an information sheet describing ALF and how to access the FAS Country Reports is included with this issue) or purchased from the National Technical Information Service (NTIS), U.S. Department of Commerce, Springfield, VA 22161. The NTIS order number is PB90-242421.

ATMIC Seeks Volunteers

The Agricultural Trade and Marketing Information Center is looking for volunteers or practicum assignees to assist in both clerical and professional activities. A background in agricultural trade and marketing is desirable for the professional tasks.

Staff will provide on-the-job training, such as, basic training in database searching and Word-Perfect.

Contact Mary Lassanyi, ATMIC coordinator, at (301) 344-3509 or (301) 344-5414.

Foreign Agricultural Service Offers AgExport Action Kit

The USDA's Foreign Agricultural Service (FAS) has developed the AgExport Action Kit to provide information on free and low cost export services available from USDA. These services are designed to assist U.S. food and agricultural exporters.

The AgExport Action Kit includes:

- A complimentary copy of *Ag-Exporter*, FAS's monthly news magazine for food and agricultural exporters.
- *14 AgExport Services Tailored To Your Specific Needs*. This brochure lists contacts for and descriptions of the following USDA services: Trade Assis-

tance and Planning Office (TAPO); *AgExport Trade Leads* (order form included); *Buyer Alert* (free advertising service for exporters); Foreign Buyers Lists (database of prospective buyers worldwide); Trade shows for U.S. food and agricultural exporters; Import requirements of foreign countries; Publications on export markets; Research on export markets; Marketing assistance for ag exporters; Inspection certificates for food and agricultural exports; Meeting importer's specifications; Making U.S. products more competitive; Export opportunities for U.S. farmer cooperatives; and How to ship, package and store agricultural exports.

- The *1990-1993 Trade Show Calendar* includes the location, dates and target market(s) for food and beverage trade shows; international agricultural and livestock shows; and shows for local agents of U.S. food and beverage products. Telephone: (202) 245-5182.

To request the AgExport Kit, send your name, company name, address, phone number and a list of your primary export interests to:

AgExport Connections
FAS, USDA
Room 4647, S. Building
Washington, DC 20250-1000
Telephone: (202) 447-7103
FAX: (202) 472-4374.

Items of Interest

"Eastern Europe: New Frontiers for Business" - (In *Business America*, 111(12):2-19, June 18, 1990) Authors Ray Converse and Shelley Galbraith (Office of Eastern Europe and Soviet Affairs, International Trade Administration, U.S. Department of Commerce) describe the changing situation in Eastern Europe, the prospects for exports, joint ventures, and

cooperation for American business.

New EC Office Opened - The European Community Chambers of Commerce in the United States, located at One Rockefeller Plaza, New York, NY 10020, has been formed to represent American and European companies trade interests. Telephone (212) 265-8282.

Conferences/Meetings

Contact Mary Lassanyi to have meetings or conferences of interest to the agricultural trade and marketing community included in future issues of *Vignettes*.

Exporting with Finesse, Resources for the Agricultural Export Market (Conference). Brown Hotel, Louisville, KY, November 13-14, 1990. Contact: Ms. Valerie L. Vantreese, Education Director, Center for Agricultural Export Development, University of Kentucky. Telephone: 606-257-7265. FAX: 01-606-258-1026

SALIMA - 13th International Food Exhibition (Trade Fair). Brno, CSSR, March 1-7, 1991. Focus: Eastern Europe. Contact: BRNO Trade Fairs and Exhibition, Vystaviste 1, CS 602 00 Brno CSSR. Telephone: 314 1111. Telex: 62239. FAX: 333 998

International Fancy Food & Confection Show (Trade Fair). San Diego Convention Centre, San Diego, CA, March 3-15, 1991. Focus: North America. Contact: Reed Exhibition Companies Ltd, Cahners Plaze, 999 Summer Street, P.O.B. 3833, Stamford, CT 06905-0833. Telephone: 203-964-0000. Telex: 64900 CAHEX WU. FAX: 203-964-0176.

Boston Seafood Show (Trade Fair). Hynes Convention Center, Boston, MA, March 12-14, 1991. Focus: North America. Contact: Brenda Cone, National Fisherman Exposition, P.O. Box 7437, Portland, ME 04112. Telephone: (207) 772-3005.

Interfreeze 91 - 9th International Biennial Trade Fair for Chilled and Frozen Products and Cold Chain. Hallen Kortrijk, Kortrijk, Belgium, March 17-19, 1991. Focus: Western Europe. Contact: De Hallen Kortrijk, Doorniksteenweg 216, 8500 Kortrijk Belgium. Telephone: 056/21 55 51

Publications

Agri-Topic

Do's and Don'ts in Doing Business Overseas. October 1990

Quick Bibliographies

QB-91-09: *GATT and Global Agriculture*. October 1990

QB-91-10: *U.S. Farm Policy*. October 1990

Special Reference Briefs

SRB-91-01: *Countertrade or Barrier*. Updated October 1990

SRB-89-03: *Directory of Export and Trade Assistance*. Updated September 1989. Contains lists of export and trade assistance resources; databases; publications; trade organizations; and international trade centers.

The above materials are available from USDA, National Agricultural Library, Agricultural Trade and Marketing Information Center Room 304, ATTN: Mary E. Lassanyi, Coordinator, Beltsville, MD 20705

Directory

Food and Agricultural Export Directory 1990. USDA-FAS Miscellaneous Publication No. 1481, August 1990. (Supersedes Miscellaneous Publication No. 1459, issued December 1988).

To order single copies - contact:

FAS, Information Division
U.S. Department of Agriculture
RM 5918 - South Building
Washington, DC 20250-1000
Telephone: (202) 447-7937

Accessing Ag Trade through the Agricultural Library Forum (ALF)

What is ALF? ALF or the Agricultural Library Forum is an electronic bulletin board produced by the National Agricultural Library. It is accessible by computer through a modem and is open to all persons interested in agricultural information issues, including agricultural trade and marketing.

What can I find on ALF? Probably of most interest to the agricultural trade and marketing community are the Foreign Agricultural Service (FAS) reports on the marketing plans of 40 countries. Also, titles of recent Quick Bibliographies (QB), Special Reference Briefs (SRB), and other NAL publications are available. The full text of three SRB's from the Agricultural Trade and Marketing Information Center may be downloaded: *The Meat Industry* (File name: SRB90-05.BIB), *Japan Marketing and Trade* (File name: SRB88-03.BIB), and *Competitiveness of U.S. Ag Trade* (File name: SRB88-08.BIB). Other features of ALF include conferences, such as the AGRICOLA User's Conference, a messaging capability, information about library policies and programs, and a calendar of agricultural events.

How can I access ALF? If you have a computer terminal, modem (300, 1200, or 2400 baud), and communications software (such as Crosstalk), you can access ALF 24 hours per day, 7 days per week. The telephone numbers are: 301-344-8510, 301-344-8511, 301-344-5496, and 301-344-5497.

If I call ALF, how do I log on?

1. At the title screen, type your name at the prompt. The first time you use ALF, it will ask for your city and state, list ALF purpose and policy statements, and ask you to register. Enter the password you wish to use. Write it down because you will need it the next time you log on to ALF.
2. ALF will then ask questions about your computer monitor and list protocol explanations for download files. Currently ALF does not support graphics or color. Choose NONE for graphics and NO to colorize prompts (even if your computer monitor and communications software support these features).

Next, you must choose a default file transfer protocol. If you select N)o default file transfer protocol, you will need to select protocols from a menu each time you download or upload a file.

3. Next you will see the Welcome screen. The Bullet Menu follows the Welcome screen announcements. Bulletins contain announcements of new NAL publications; upcoming special events at NAL; library policies; etc. Type the number given in the Bullet Menu for the Bulletin you wish to read.

4. To access the Main Menu, press the enter key when ALF prompts you at the end of the Bullet Menu. Choose any of the Main Menu options by entering the command letter for that option. Command letters are those letters enclosed in brackets [] in the Main Menu.

How do I download a file?

1. At the Main Menu, select "F" to enter the Files Subsystem.
2. Next type "L" to list the file categories (or "N" to list files added since a specified date). Type a file category name to view a list of file names available for download. For example, type "FAS" to view file names for the FAS Country Reports. File names of Special Reference Briefs, including three from ATMIC, can be accessed by typing "SPECIAL". (Type "ALL" to view all files in all categories.)
3. To download a file, choose "D" to download. Type the name of the file you wish to download exactly as it appeared on the list, including the three letter extension. Select A)scii protocol for file transfer. The text will scroll past on the screen and to your printer, if it is on and activated. You can also download to disk, if you have activated a capture-to-disk function with your communications software.
4. After the file has finished downloading, press "C" then "R" to relist the titles or "Q" to quit. Select "A" to abort and return to Main Menu. At the Main Menu, type "G" to logoff then "Y" to confirm that you want to logoff.

How can I get more information? To obtain an ALF User's Guide by mail, E)nter a message or C)omment on ALF for the sysop (systems operator) or write to: National Agricultural Library, Public Services Division, Room 100, ATTN: ALF, 10301 Baltimore Blvd., Beltsville, MD 20705 or call 301-344-1204.

(This information was adapted from an article written by Natalie Updegrove, Food and Nutrition Information Center.)

